



Boards of Directors Meeting Agenda  
Great Falls Convention and Visitors Bureau &  
Great Falls Tourism Business Improvement District

Thursday, April 15, 2021 | 9:00 AM – 10:40 AM | Zoom

<https://us02web.zoom.us/j/5456501810?pwd=WjIYbXp5dkI5MjEzNEMwZ2ZVT3RDUT09>

9:00 | 1. Welcome, Call to Order – Scott Lettre, Sandra Thares

9:02 | 2. Public Comment – Scott Lettre, Sandra Thares  
Opportunity for public comment related to items on the agenda

9:07 | 3. Consent Agenda – Scott Lettre, Sandra Thares  
Convention and Visitors Bureau Board of Directors  
a) approve 3-18-2021 Minutes  
b) accept March Financials

Tourism Business Improvement District Board of Directors  
c) approve 3-18-2021 Minutes  
d) accept March Financials

9:10 | 4. 2022 Marketing Plan and Operations Strategy, with Budget – Rebecca Engum  
Convention and Visitors Bureau Board of Directors approve/deny 2022 Marketing Plan and Operations Strategy, with Budget.

Tourism Business Improvement District Board of Directors approve/deny 2022 Marketing Plan and Operations Strategy, with Budget.

9:50 | 5. CVB Nominations Committee – Scott Lettre  
Accept volunteers from Convention and Visitors Bureau Board of Directors for nominations committee to fill one Director seat that expires 6-30-2021.

10:00 | 6. TBID Trustee Recommendation – Sandra Johnson-Thares  
Tourism Business Improvement District Board of Directors take action as necessary.

10:10 | 7. Reports  
1. Great Falls Area Lodging Association – Karen Venetz  
2. Business Development Pipeline – Jason Laird  
3. Executive Director – Rebecca Engum

10:25 | 8. Partner Updates – Scott Lettre, Sandra Thares  
Updates on key initiatives, exciting developments, and important efforts affecting Great Falls, Montana.

10:40 | 8. Public Comment – Scott Lettre, Sandra Thares  
Opportunity for public comment related to Tourism in Great Falls, Montana.

10:45 | 10. Adjourn – Scott Lettre, Sandra Thares